

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER, 198

EVENING 7:00–11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25– 30 Min.	All 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	All 7:00–11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.1	15.1	16.9	12.6		11.1	16.9	12.8	13.6	13.4	13.5	12.2	12.9
NO. OF PROGRAMS†	7	7	20	3	1FR	8	20	23	25	27	52	32	84

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM– 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.5	10.4	4.2	6.0	4.1	4.0	3.9	6.2	5.2	4.3	9.4	3.8	7.6
NO. OF PROGRAMS†	3	3	7	13	10	6	15	11	26	41	7	6	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 14, 1986

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	OUR HOUSE PREVIEW(S)	28.7	25,080	12	CBS SUNDAY NIGHT MOVIE#	18.7	16,340
2	BILL COSBY SHOW	28.4	24,820	12	GROWING PAINS#	18.7	16,340
3	EASY STREET-SAT(S)	27.3	23,860	14	60 MINUTES	18.5	16,170
4	FAMILY TIES#	25.1	21,940	15	227	17.9	15,640
5	CHEERS#	23.7	20,710	16	WHO'S THE BOSS?#	17.8	15,560
6	MURDER, SHE WROTE#	23.4	20,450	17	CBS NEWS SPECIAL(S)	17.0	14,860
7	GOLDEN GIRLS	23.2	20,280	18	NFL FOOTBALL GAME 2-NBC#	16.6	14,510
8	MISS AMERICA PAGEANT(S)	23.0	20,100	19	NEWHART	16.4	14,330
9	NIGHT COURT	22.0	19,230	20	BARBARA WALTERS SUMMER SP(S)	16.1	14,070
10	NFL MONDAY NIGHT FOOTBALL#	21.2	18,530	20	KATE & ALLIE	16.1	14,070
11	CHRYSLER SHOWCASE(S)	19.5	17,040				

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

KEY: A=CURRENT REPORT B=SEASON AVERAGE

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																														
NEWSBREAK-SAT.						47	174	205	86	99	A	6.2	11	542	SPORTSBREAK-SAT						47	194	195	94	94	A	6.1	12	533	
1	SAT.	9.52P	1	CBS	N						B	8.7	15	760	1	SAT.	9.06P	1	CBS	SN						B	9.7	18	848	
2 SAT.						1									2	SAT.	8.28P	1												
NEWSBREAK-SUN.						47	171	173	80	80	A	14.0	22	1224	SPORTSBREAK-SUN						47	196	201	92	96	A	18.1	28	1582	
1	SUN.	9.50P	2	CBS	N						B	14.4	22	1259	1	SUN.	8.58P	1	CBS	SN						B	18.3	28	1599	
2 SUN.						1									2	SUN.	9.07P	1												
NFL MONDAY NIGHT FOOTBALL						1		208		99	A	21.2	38	1853	TAKING IT HOME(S)								194		98	A	12.8	24	1119	
2 MON.											B	21.2	38	1853	2 FRI.						8.30P	30	NBC	CS						
NIGHT COURT						38	203	203	99	99	A	22.0	35	1923	TV BLOOPERS-JOKES(S)							198		98	A	12.0	22	1049		
THU.											B	20.6	32	1800	2 SUN.						10.23P	60	NBC	CV						
1986						9	181	194	96	97	A	9.3	17	813	TODAY AT NIGHT(S)							205		99	A	12.9	23	1127		
TUE.											B	10.5	19	918	2 THU.						10.00P	60	NBC	DN						
OUR HOUSE						1		200		99	A	14.6	26	1276	TRAPPER JOHN, M.D.						3	200		98	A	10.4	19	909		
2 SUN.											B	14.6	26	1276	1 THU.						10.00P	60	CBS	GD			B	10.0	18	874
OUR HOUSE PREVIEW(S)								203		99	A	28.7	45	2508	20/20						42	209		99	A	14.5	27	1267		
2 THU.															1 THU.						10.00P	60	ABC	DN			B	15.1	26	1320
PERFECT STRANGERS						4	152		88		A	12.0	21	1049	TUESDAY MOVIE OF THE WEEK						3	178	179	92	93	A	11.6	19	1014	
1 WED.											B	12.0	23	1049	TUE.						8.00P	120	NBC	FF			B	11.2	19	979
PRICE IS RIGHT						4	194	200	98	94	A	8.4	14	734	TWILIGHT ZONE						11	158	195	90	94	A	8.5	16	743	
															FRI.						8.00P	60	CBS	SF			B	8.1	17	708

[illegible]

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
•LATE FRINGE																													
ABC NEWS:NIGHTLINE						196	201	202	98	98	A	5.5	16	481	DAVID LETTERMAN I						183	204	203	99	99	A	3.8	19	332
1 MTUWF 11.30P						30 ABC N				B	5.9	17	516	M-TH 12.30A						30 NBC GV					B	4.0	20	350	
1 THU. 11.30P						38								DAVID LETTERMAN II						183	204	203	99	99	A	2.9	19	253	
2 TUE. 11.30P						30								M-TH 1.00A						30 NBC GV					B	3.1	20	271	
2 W & F 11.30P						31								FRIDAY NIGHT VIDEOS						46	189	190	97	97	A	3.6	18	315	
2 THU. 11.47P						13								FRI. 12.30A						90 NBC PC					B	3.5	17	306	
ABC NEWS:NIGHTLINE-MON						1		197		98	A	3.7	23	323	G MICHAELS SPORTS MACHINE						2	78	78	53	53	A	1.8	7	157
2 MON. 1.19A						30 ABC N				B	3.7	23	323	1 SUN. 11.30P						15 NBC SC					B	1.8	7	157	
ABC NEWS:NIGHTLINE-TH(B)								202		98	A	4.2	16	367	2 SUN. 11.53P						15								
2 THU. 12.00M						17 ABC N								LIFESTYLES-RICH & FAM-12M						29	91	89	59	56	A	1.3	5	114	
ABC NEWS NIGHTLINE-FRI(B)							190		98	A	6.2	21	542	1 M & W 12.00M						30 ABC CC					B	1.3	5	114	
1 FRI. 12.00M						47 ABC N								1 TUE. 12.16A						30									
ABC WEEKEND REPORT-SAT.						45	140	145	80	80	A	2.5	7	219	1 THU. 12.03A						30								
1 SAT. 11.50P						15 ABC N				B	3.1	8	271	2 TUE. 12.00M						30									
2 SAT. 11.30P						15								2 WED. 12.31A						30									
ABC WEEKEND REPORT-SUN.						46	156	143	86	81	A	2.4	9	210	2 THU. 12.17A						30								
1 SUN. 11.30P						15 ABC N				B	3.3	12	288	2 FRI. 12.01A						30									
2 SUN. 11.56P						15								SATURDAY NIGHT						35	198	196	99	99	A	4.8	19	420	
CBS LATE NIGHT I						226	185	181	93	92	A	3.5	15	306	1 SAT. 11.30P						77 NBC GV					B	6.7	21	586
1 MTHF 12.00M						68 CBS FF				B	5.1	18	446	2 SAT. 12.32A						85									
														TONIGHT SHOW						226	203	200	99	99	A	6.8	22	594	

1 TUE.	12.30A	68																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										
WEEKDAY DAYTIME CONT'D																																					
ALL MY CHILDREN-CONT'D																																					
& 1.39P 21																																					
2 M-TH 1.00P 60																																					
2 FRI. 1.22P 38																																					
ALL MY CHILDREN-MON(B)																																					
1 MON. 1.00P 60 ABC DD														148		84		A	7.0	19	612																
AMERICAN TREASURY														198	197	93	93	A	5.1	17	446																
1 WED. 3.58P 1 CBS DO																		B	5.6	17	489																
2 M-F 3.58P 1																																					
ANOTHER WORLD														206	204	99	99	A	5.1	19	446																
1 TU-TH 2.00P 60 NBC DD																		B	5.3	18	463																
1 FRI. 2.11P 49																																					
2 M-F 2.00P 60																																					
ANOTHER WORLD-MON(B)														161		83		A	4.8	14	420																
1 MON. 2.00P 60 NBC DD																																					
AS THE WORLD TURNS														206	206	99	99	A	6.8	24	594																
1 TU-TH 1.30P 60 CBS DD																		B	6.8	23	594																
2 M-F 1.30P 60																																					
CAPITOL														197	196	94	94	A	5.0	19	437																
1 TU-TH 2.30P 30 CBS DD																		B	5.2	18	454																
FAME,FORTUNE AND ROMANCE																																					
2 M-TH 11.00A 30 ABC CC																																					
2 FRI. 11.04A 26																																					
FAMILY TIES M-F														164	156	91	90	A	3.7	17	323																
1 TU-TH 10.00A 30 NBC CS																		B	4.6	18	402																
1 FRI. 10.00A 3																																					
& 10.10A 20																																					
2 M-F 10.00A 30																																					
FAMILY TIES-MON SPECIAL(S)														131		77		A	5.0	16	437																
1 MON. 10.00A 30 NBC CS																																					
GENERAL HOSPITAL														207	209	99	99	A	8.0	28	699																
1 TU-TH 3.00P 60 ABC DD																		B	9.1	29	795																
1 FRI. 3.00P 30																																					
& 3.53P 1																																					
2 M-F 3.00P 60																																					
GENERAL HOSPITAL-MON(B)														144		84		A	6.3	17	551																
1 MON. 3.00P 60 ABC DD																																					
GENERAL HOSPITAL-FRI(B)														187		83		A	6.6	24	577																
1 FRI. 3.30P 23 ABC DD																																					
GOOD MORN,AMER-MON-730(B)														146		84		A	2.1	14	184																
1 MON. 7.30A 30 ABC N																																					

2 M-F	2.30P	30																						
CBS EARLY MORNING NEWS	6.30A	30	CBS N	233	134	145	87 91	A	1.4	16	122													
M-F	6.30A	30						B	1.5	15	131													
CBS MORNING NEWS 1-MON(B)																								
1 MON.	7.30A	30	CBS N		130		82	A	1.9	12	166													
CBS MORNING NEWS 2-MON(B)																								
1 MON.	8.30A	30	CBS N		131		82	A	2.9	11	253													
CBS MORNING NEWS 1																								
1 TU-F	7.30A	30	CBS N	233	202	202	99 99	A	2.9	15	253													
2 M-F	7.30A	30						B	2.9	14	253													
CBS MORNING NEWS 2																								
1 TU-F	8.30A	30	CBS N	233	202	202	99 99	A	2.6	13	227													
2 M-F	8.30A	30						B	3.2	14	280													
DAYS OF OUR LIVES																								
1 TU-TH	1.00P	60	NBC DD	225	209	210	99 99	A	6.8	24	594													
1 FRI.	1.00P	29						B	7.3	24	638													
	& 1.34P	6																						
	& 1.46P	14																						
2 M-TH	1.00P	60																						
2 FRI.	1.22P	38																						
DAYS-LIVES-MON SPECIAL(S)																								
1 MON.	1.00P	60	NBC DD		159		84	A	6.7	19	586													
DAYS OF OUR LIVES-FRI(B)																								
2 FRI.	1.00P	16	NBC DD			74	32	A	2.7	10	236													
DOUBLE TALK																								
M-F	11.30A	30	ABC QP	15	156	159	81 80	A	1.9	8	166													
								B	2.0	8	175													

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1986 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																													
IN THE NEWS-12.26PM						1	164		80	A	2.7	10	236	NFL FOOTBALL POST-NBC						1	200		98	A	8.0	19	699		
2 SAT. 12.26P 3 CBS CN										B	2.7	10	236	2 SUN. 4.02P 14 NBC SC										B	8.0	19	699		
IAAF GRAND PRIX(S)							156		89	A	2.3	8	201	ONE TO GROW ON-8:28AM						47	198	200	97	98	A	4.3	28	376	
2 SAT. 1.00P 120 NBC SE										A				SAT. 8.28A 2 NBC CN										B	3.9	23	341		
IT'S PUNKY BREWSTER						46	199	200	98	97	A	6.4	24	559	ONE TO GROW ON-8:58AM						47	195	199	97	98	A	4.7	24	411
SAT. 10.30A 30 NBC CA										B	6.9	25	603	SAT. 8.58A 2 NBC CN										B	4.9	23	428		
KIDD VIDEO						1	123		64	A	3.2	11	280	ONE TO GROW ON-10:28AM						46	201	204	99	99	A	6.7	25	586	
2 SAT. 12.30P 30 NBC CA										B	3.2	11	280	SAT. 10.28A 2 NBC CN										B	7.5	27	656		
KIDD VIDEO						46	181		95		A	5.9	22	516	ONE TO GROW ON-11:28AM						46	198	199	98	99	A	7.6	27	664
1 SAT. 11.30A 30 NBC CA										B	5.4	19	472	SAT. 11.28A 2 NBC CN										B	6.7	23	586		
KIDD VIDEO SPECIAL(S)							154		82	A	5.0	18	437	ONE TO GROW ON-11:58AM						46	180		95		A	5.5	20	481	
2 SAT. 12.00N 30 NBC CA														1 SAT. 11.58A 2 NBC CN										B	5.1	18	446		
KISSYFUR						1	200		98	A	4.3	29	376	ONE TO GROW ON-12:28PM						1	152		81	A	5.1	18	446		
2 SAT. 8.00A 30 NBC CA										B	4.3	29	376	2 SAT. 12.28P 2 NBC CN										B	5.1	18	446		
LAFF-A-LYMPICS						24	203		98		A	4.3	17	376	PEE WEE'S PLAYHOUSE						1	193		96	A	4.1	15	358	
1 SAT. 10.00A 30 ABC CA										B	4.7	18	411	2 SAT. 11.00A 30 CBS CL										B	4.1	15	358		
LAZER TAG ACADEMY						1	178		95	A	6.2	23	542	PINK PANTHER AND SONS						25	199		97		A	2.0	15	175	
2 SAT. 11.30A 30 NBC CA										B	6.2	23	542	1 SAT. 8.00A 30 ABC CA										B	2.3	16	201		
LITTLES						25	203		99	A	2.4	13	210	POUND PUPPIES						1	201		98	A	4.7	17	411		
														2 SAT. 10.30A 30 ABC CA										B	4.7	17	411		

1 SAT. 8.30A 30 ABC CA																			B	2.7	14	236
LITTLES	1						139		70						A	3.2	11	280				
2 SAT. 12.30P 30 ABC CA															B	3.2	11	280				
MEET THE PRESS	2					150	163	91	94						A	1.9	7	166				
SUN. 12.00N 30 NBC CC															B	1.9	7	166				
MR. T	43					147			82						A	3.4	13	297				
1 SAT. 12.00N 30 NBC CA															B	4.2	15	367				
MUPPET BABIES	1						205		99						A	4.0	17	350				
2 SAT. 9.00A 60 CBS CA															B	4.0	17	350				
MUPPET BABIES/MONSTERS(B)						177			83						A	4.6	19	402				
1 SAT. 9.00A 60 CBS CA																						
NBC MAJOR LEAGUE PRE GAME	20					192	185	97	97						A	3.7	12	323				
1 SAT. 2.00P 18 NBC SC															B	4.5	16	393				
2 SAT. 3.00P 17																						
NBC MAJOR LEAGUE BASEBALL	20					195	196	98	99						A	5.2	15	454				
1 SAT. 2.18P 185 NBC SE															B	6.6	21	577				
2 SAT. 3.17P 190																						
NFL '86-NBC	2					195	202	97	98						A	4.1	14	358				
SUN. 12.30P 30 NBC SC															B	4.1	14	358				
NFL FOOTBALL GAME 1-NBC	2					194	207	91	99						A	10.6	28	926				
1 SUN. 1.00P 207 NBC SE															B	10.6	28	926				
2 SUN. 1.00P 187																						
NFL FOOTBALL GAME 2-NBC	1					204			93						A	16.6	36	1451				
1 SUN. 4.32P 170 NBC SE															B	16.6	36	1451				

PUPPY'S GREAT ADVENTURES	1						179		89			A	2.8	10	245
2 SAT. 11.30A 30 CBS CA												B	2.8	10	245
REAL GHOSTBUSTERS	1						202		99			A	5.6	21	489
2 SAT. 10.00A 30 ABC CA												B	5.6	21	489
ROCK N WRESTLING-1	1						149		75			A	2.2	8	192
2 SAT. 12.00N 30 CBS CA												B	2.2	8	192
ROCK N WRESTLING-2	1						127		62			A	2.4	9	210
2 SAT. 12.30P 30 CBS CA												B	2.4	9	210
ROCK N WRESTLING(B)						170			83			A	4.1	16	358
1 SAT. 10.00A 60 CBS CA															
SMURFS I	46					202	204	99	99			A	5.1	23	446
SAT. 9.00A 30 NBC CA												B	5.6	24	489
SMURFS II	46					202	204	99	99			A	6.3	26	551
SAT. 9.30A 30 NBC CA												B	6.8	26	594
SMURFS III	46					202	204	99	99			A	7.0	27	612
SAT. 10.00A 30 NBC CA												B	7.8	28	682
SNORKS	47					196			98			A	2.5	19	219
1 SAT. 8.00A 30 NBC CA												B	3.0	20	262
SPIDERMAN AND FRIENDS	41					124			71			A	2.8	10	245
1 SAT. 12.30P 30 NBC CA												B	3.7	13	323
SUNDAY MORNING	45					174	176	95	96			A	3.7	16	323
SUN. 9.00A 90 CBS N												B	4.7	20	411
SUPERPOWERS TEAM	24					184			93			A	3.4	12	297
1 SAT. 11.30A 30 ABC CA												B	3.6	13	313

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										
WEEKEND DAYTIME CONT'D																																					
TEEN WOLF						1		201		98		A		5.0		18		437																			
2 SAT. 10.30A 30 CBS CA										B		5.0		18		437																					
THIS WEEK-DAVID BRINKLEY						43		198 194		99 98		A		3.3		11		288																			
SUN. 11.30A 60 ABC N										B		3.8		12		332																					
US OPEN TENNIS-SUN(S)								207		99		A		5.4		12		472																			
1 SUN. 4.15P 165 CBS SE												A		3.8		13		332																			
US OPEN TENNIS-SAT-1(S)								204		99																											
1 SAT. 11.00A 300 CBS SE																																					
US OPEN TENNIS-SAT-2(S)								204		99		A		4.7		12		411																			
1 SAT. 4.00P 240 CBS SE												A		2.8		15		245																			
WILDFIRE						1		195		95		B		2.8		15		245																			
2 SAT. 8.30A 30 CBS CA																																					
WUZZLES						18		193		98		A		2.3		17		201																			
1 SAT. 8.00A 30 CBS CA												B		2.4		18		210																			
WUZZLES						1		200		99		A		1.8		12		157																			
2 SAT. 8.00A 30 ABC CA												B		1.8		12		157																			

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,620 21.3																					
	ABC TV																										
	AVERAGE AUDIENCE (Households (000) & %)					9,700 11.1		11.1*				11.1*				11.3*				11.4*				11.0*		10.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 11.2		20 *		11.1		11.2		11.3		11.3		11.6		11.2		10.7		10.6		10.4	
E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,990 18.3								15,640 17.9		16,690 19.1				14,680 16.8							
	CBS TV																										
	AVERAGE AUDIENCE (Households (000) & %)					11,620 13.3		11.9*				14.6*		13,020 14.9		14,160 16.2				11,010 12.6		12.9*				12.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 11.4		21 *		14.3		14.9		14.3		15.5		16.2		13.0		12.8		12.2		12.2	
1	TOTAL AUDIENCE (Households (000) & %)					12,590 14.4				10,490 12.0				16,690 19.1													
	NBC TV																										
	AVERAGE AUDIENCE (Households (000) & %)					10,660 12.2				8,910 10.2				8,740 10.0		9.8*		10.1*				10.5*				9.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 11.7		12.8		17 10.5		9.8		17 10.0		16 *		17 *		10.5		10.5		9.7		9.5	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,200 15.1		MACGYVER (R)(SD)		35,310 40.4		NFL MONDAY NIGHT FOOTBALL N.Y. GIANTS VS DALLAS (9:00-12:28AM)(-OP)					
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,260 10.6		9.8*		11.5*		18,530 21.2		19.6*		23.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.5		18 *		20 *		38 18.4		32 *		38 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)					15,820 18.1		SCARECROW & MRS. KING (R)(SD)		17,310 19.8		16,960 19.4		16,080 18.4			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,490 12.0		10.8*		13.2*		15,120 17.3		14,510 16.6		11,710 13.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 10.4		18 *		21 *		27 16.7		26 18.0		23 13.4	
E K 2	TOTAL AUDIENCE (Households (000) & %)					14,510 16.6		VALERIE (R)(SD)		10,750 12.3		15,470 17.7		NBC MONDAY NIGHT MOVIES FIRST MONDAY IN OCTOBER (SD)			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,890 13.6		9.350 10.7		7,870 9.0		8.3*		8.4*		9.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.2		17 14.1		15 8.4		13 *		13 *		16 *	

TV HOUSEHOLDS USING TV	WK. 1	50.0	51.7	52.2	54.6	55.5	57.5	59.1	61.4	62.3	62.5	61.1	60.1	57.3	56.3	55.0	51.2
(See Def. 1)	WK. 2	52.1	54.2	54.4	56.0	57.0	59.8	60.6	62.2	63.0	63.7	63.5	61.8	59.7	58.9	56.9	53.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					19,400 22.2		18,530 21.2		19,750 22.6				14,770 16.9				
	ABC TV						WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					15,560 17.8		16,340 18.7		13,980 16.0		15.8*		11,190 12.8			13.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					30 16.8	18.8	31 18.4	18.9	25 16.2	25 *	15.5	16.1	26 * 12.2	23 12.9	22 * 13.1	25 * 12.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					9,790 11.2				24,300 27.8								
	CBS TV						SIMON & SIMON(B) (R)(SD)								CBS NEWS SPECIAL 48 HOURS ON CRACK STREET (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{					6,820 7.8	7.3*		8.4*	14,860 17.0	16.8*		17.5*		17.3*		16.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					13 7.0	12 * 7.5		14 * 8.1	29 16.2	27 *	17.4	28 * 17.5	17.6	30 * 17.5	17.2	31 * 16.7	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					16,170 18.5								10,840 12.4				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					8,570 9.8	9.3*		9.8*		10.1*		9.8*	6,990 8.0	8.4*		7.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					16 9.3	16 * 9.3		16 * 9.7	10.1	16 * 10.2	10.2	16 * 9.4	14 8.7	15 * 8.1	7.5	14 * 7.8	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{					20,010 22.9												
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					9,180 10.5	9.0*		9.7*		11.2*		11.6*		11.3*		10.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					18 9.1	16 * 8.8		16 * 9.3	18 * 10.1	18 *	11.7	19 * 11.7	19 * 11.6	20 * 11.6	20 * 11.1	19 * 10.4	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{					19,670 22.5				21,330 24.4								
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					13,900 15.9	15.4*		16.4*	11,100 12.7	13.2*		12.2*		13.2*		12.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					27 15.0	27 * 15.8		28 * 16.5	22 13.7	22 *	12.2	20 * 12.2	20 * 13.3	23 * 13.1	23 * 12.7	23 * 11.8	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{					21,940 25.1								14,600 16.7				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					11,620 13.3	12.4*		12.7*		13.6*		14.6*	9,260 10.6	10.6*		10.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					22 12.0	22 * 12.8		22 * 12.9	22 * 12.5	22 * 13.2	22 * 13.9	24 * 14.7	19 * 14.5	19 * 11.0	19 * 10.2	20 * 10.9	
TV HOUSEHOLDS USING TV			WK. 1	54.5	55.1	54.7	56.8	57.9	59.2	60.3	62.1	63.0	63.3	62.7	62.2	59.1	56.7	54.4	51.7
(See Def. 1)			WK. 2	51.5	52.6	53.4	54.8	56.1	57.9	58.6	59.5	60.0	61.2	62.0	61.1	58.1	56.2	54.1	51.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.3, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,760 14.6		11,100 12.7		20,010 22.9				15,820 18.1			
	ABC TV					PERFECT STRANGERS (R)		MR. SUNSHINE (R)(SD)		BARBARA WALTERS SUMMER SP (R)(SD)				ABC NEWS CLOSEUP-WED			
	AVERAGE AUDIENCE (Households (000) & %)					10,490 12.0		9,960 11.4		14,070 16.1	15.7*		16.4*	10,840 12.4	13.2*		11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 11.2	12.7	19 11.3	11.5	27 15.1	26* 16.4	16.8	27* 16.0	23 13.6	23* 12.7	12.2	23* 11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,190 12.8				14,860 17.0							
	CBS TV					CBS REPORTS:US/MEX BORDER (R)(SD)				SPECIAL MOVIE PRSNT-CBS NOTHING PERSONAL (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					7,690 8.8	9.2*		8.5*	6,990 8.0	7.1*		7.6*		8.9*		8.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 9.5	16* 8.8		14* 8.7	14 7.4	12* 6.7	7.4	13* 7.7		16* 8.9	8.6	16* 8.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,690 19.1				14,330 16.4		14,420 16.5		14,680 16.8			
	NBC TV					HIGHWAY TO HEAVEN (R)(SD)				QUINCE A BREAK (R)		YOU AGAIN? (R)		ST. ELSEWHERE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,060 13.8	13.0*		14.6*	12,240 14.0		12,500 14.3		10,400 11.9	12.2*		11.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 12.8	23* 13.2		25* 14.4	23 13.8	24 14.3	24 14.1	14.5	22 12.4	22* 11.9	11.5	22* 11.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,920 20.5											
	ABC TV									WINDS OF WAR-PART III (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					8,830 10.1	8.3*		8.6*		10.2*		11.1*		11.3*		11.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.4	15* 8.3	8.5	14* 8.7	9.9	17* 10.6	10.9	18* 11.3		19* 11.4	11.2	21* 11.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,430 18.8				21,410 24.5							
	CBS TV					DRUG KNOT (R)(SD)				MAGNUM, P.I. SPECIAL (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					12,320 14.1	13.4*		14.8*	12,320 14.1	12.8*		14.1*		15.3*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 13.0	24* 13.7	14.6	25* 15.0	24 12.5	21* 13.0	13.8	23* 14.3		26* 15.1	14.5	27* 14.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,920 20.5				17,570 20.1		17,040 19.5		14,330 16.4			
	NBC TV					HIGHWAY TO HEAVEN (R)(SD)				QUINCE A BREAK (R)		YOU AGAIN? (R)(SD)		ST. ELSEWHERE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,160 16.2	15.1*		17.4*	15,470 17.7		14,850 17.1		10,230 11.7	12.3*		11.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 14.3	27* 15.9	17.2	29* 17.6	29 17.2	28 18.1	28 16.8	17.4	21 12.6	21* 12.0	11.0	21* 11.3
TV HOUSEHOLDS USING TV WK. 1		52.1	53.1	53.6	54.6	55.5	57.4	58.0	59.7	60.0	60.8	61.0	60.7	57.4	55.3	53.1	50.5
(See Def. 1) WK. 2		51.5	51.4	51.9	53.2	54.9	57.1	59.0	60.2	60.8	61.6	61.6	62.1	59.4	57.6	54.9	52.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. SEPT.10, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEPT.4, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					8,130 9.3				8,570 9.8				16,870 19.3			
	ABC TV						RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY II: COLBY (R)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)	{					5,330 8.1	5.7*		6.5*	5,770 6.6	6.2*		7.0*	12,670 14.5	15.4*		13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					10 5.6	10*	6.3	11*	11 6.1	10*	6.5	7.5	27 14.8	27*	14.5	27*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,750 12.3				12,500 14.3				12,060 13.8			
	CBS TV						PRICE IS RIGHT (SD)				CRAZY LIKE A FOX(B) (R)(SD)				TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,600 8.7	7.6*		9.8*	9,260 10.6	10.4*		10.8*	9,090 10.4	10.4*		10.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					15 7.5	13*	9.5	16*	17 9.9	17*	10.8	17*	19 10.3	18*	10.2	20*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					26,390 30.2		24,210 27.7		23,860 27.3		22,290 25.5		15,640 17.9			
	NBC TV						BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)(SD)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					23,070 28.4		21,940 25.1		20,710 23.7		19,320 22.1		10,750 12.3	12.9*		11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					46 24.9	41 27.9	41 24.8	25.3	38 23.2	35 24.2	35 22.9	21.2	23 13.7	23*	12.0	23*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					28,490 32.6											
	ABC TV						ABC NFL FOOTBALL SPECIAL NEW ENGLAND VS N.Y. JETS (8:00-11:11PM) (-SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{					12,670 14.5	9.9*		13.3*		15.5*		15.1*		17.3*		16.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					24 9.1	17*	12.8	22*	13.8	25*	15.0	24*	17.3	29*	16.9	29*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,400 11.9				19,400 22.2							
	CBS TV						PRICE IS RIGHT (SD)				SPECIAL MOVIE PRSNT.-CBS AMERICAN GEISHA (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{					6,990 8.0	7.1*		8.9*	10,230 11.7	8.5*		11.7*		13.3*		13.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					13 6.7	12*	8.8	14*	20 8.1	13*	8.9	19*	13.5	23*	13.4	25*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					30,330 34.7		31,290 35.8				21,940 25.1		16,960 19.4			
	NBC TV						BILL COSBY SHOW (R)		OUR HOUSE PREVIEW (SD)		NIGHT COURT (R)		TODAY AT NIGHT					
	AVERAGE AUDIENCE (Households (000) & %)	{					26,570 30.4		25,080 28.7			19,050 21.8		11,270 12.9		14.2*		11.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					50 28.6	45 32.3	45 28.7	45*	45*	35 28.5	22.3	23 21.2	15.1	24*	11.9	21*
TV HOUSEHOLDS USING TV WK. 1			49.5	51.5	52.4	54.2	56.6	59.2	60.4	62.0	61.9	62.6	62.8	61.7	57.3	55.7	52.8	50.0
(See Def. 1) WK. 2			52.3	52.9	55.0	56.8	59.6	63.0	62.9	63.3	63.6	64.1	62.6	62.1	60.0	57.7	54.9	52.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. SEPT.11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEPT.5, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,400 11.9		10,660 12.2		18,880 21.6							
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)						LOVE BOAT (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					8,650 9.9		9,530 10.9		11,620 13.3	11.4*		13.2*		14.3*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.3	10.4	20 10.9	10.9	24 10.6	21 *		24 *	13.5	25 *	14.2	26 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					9,610 11.0				13,630 15.6							
	CBS TV							TWILIGHT ZONE (R)(SUS-SD)						CBS FRIDAY NIGHT MOVIES OUTLAND(R) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					6,120 7.0	6.8*		7.2*	6,380 7.3	6.8*		6.3*		7.9*		8.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 6.8	13 *		13 *	13 7.2	12 *		11 *		14 *	8.3	15 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)					13,980 16.0				16,690 19.1				13,630 15.6			
	NBC TV							A TEAM (R)(SD)				MIAMI VICE (R)		(1) (-OP)			NBC REPORT: KARACHI (10:42-11:00PM) (SUS)(OP)
	AVERAGE AUDIENCE (Households (000) & %)					9,790 11.2	10.8*		11.7*	12,500 14.3	14.1*		14.5*	10,930 12.5	12.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 10.6	21 *		22 *	26 13.7	26 *		26 *	22 13.1	23 *		
W E K 4	TOTAL AUDIENCE (Households (000) & %)					18,910 18.2											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,990 8.0	7.7*		7.4*		7.7*		8.2*		8.7*		8.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.2	15 *		14 *		14 *		15 *		16 *		17 *
W E K 5	TOTAL AUDIENCE (Households (000) & %)					12,760 14.6				19,400 22.2							
	CBS TV							TWILIGHT ZONE (R)(SUS-SD)						CBS FRIDAY NIGHT MOVIES DEATHTRAP (9:00-11:30PM) (SD)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					8,650 9.9	9.5*		10.2*	8,220 9.4	9.6*		9.1*		9.1*		9.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.1	18 *	10.2	19 *	18 10.1	17 *		17 *		17 *	9.7	19 *
W E K 6	TOTAL AUDIENCE (Households (000) & %)					13,900 15.9		13,550 15.5		18,880 21.6				15,300 17.5			
	NBC TV							ALVIN GOES BACK TO SCHOOL		TAKING IT HOME (SD)		MIAMI VICE (R)(SD)				FAST COPY (R)	
	AVERAGE AUDIENCE (Households (000) & %)					11,710 13.4		11,190 12.8		14,330 16.4	15.7*		17.1*	10,140 11.6	12.6*		10.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 13.5		24 13.3		30 14.9	28 *		31 *	23 13.4	24 *		21 *
TV HOUSEHOLDS USING TV WK. 1		49.0	49.1	48.6	50.1	51.0	52.3	53.6	55.1	54.5	55.3	55.8	56.3	57.2	56.4	55.2	54.0
(See Def. 1) WK. 2		47.9	47.9	48.6	50.7	51.5	52.3	52.7	53.9	54.9	55.5	55.3	55.0	54.0	52.7	50.5	48.5

U.S. TV Households: 87,400,000

(1) NBC NEWS SPECIAL REPORT, COCAINE COUNTRY, NBC, (10:00-10:42PM)(S)

For explanation of symbols, See page A.

EVE.FRI. SEPT.12, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.6, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					18,090 20.7												
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,250 8.3	7.7*		8.5*		8.8*		8.0*		8.9*		8.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 7.6	16*	8.4	17*	8.5	17*	8.2	15*	8.8	17*	9.1	17*	
E K 2	TOTAL AUDIENCE (Households (000) & %)					6,730 7.7		16,870 19.3										
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					5,770 6.6		7,520 8.6	6.5*	7.1*		10.0*		9.7*		9.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 6.1	14*	16 7.1	12*	13*	9.9	18*	10.2	10.0	18*	9.3	19*	
NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,770 16.9		17,310 19.8		20,450 23.4		14,860 17.0		16,520 18.9				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,590 14.4		15,120 17.3		17,920 20.5		11,800 13.5		13,020 14.9		14.3*	15.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 13.5	15.4	33 16.3	18.3	37 19.9	21.1	24 14.4	12.6	28 13.9	27*	14.6	30*	
W E K 3	TOTAL AUDIENCE (Households (000) & %)					14,950 17.1												
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,430 8.5	7.8*		8.8*		8.5*		8.4*		9.0*		8.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 7.7	16*	8.9	17*	8.5	15*	8.3	15*	9.1	16*	8.7	16*	
E K 4	TOTAL AUDIENCE (Households (000) & %)					7,600 8.7		10,400 11.9										
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					6,120 7.0		4,020 4.6	5.0*		4.2*		3.9*		5.0*		5.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 6.9	7.1	8 5.3	9*	4.3	8*	3.8	7*	4.8	9*	5.1	9*	
NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,210 17.4		18,090 20.7		25,080 28.7		26,570 30.4		31,290 35.8				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,500 14.3		16,170 18.5		22,640 25.9		23,860 27.3		20,100 23.0		23.4*	23.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 13.1	15.6	35 17.7	19.4	46 24.7	27.1	48 26.7	27.9	44 23.3	42*	23.5	42*	
TV HOUSEHOLDS USING TV		WK. 1	43.1	45.5	45.7	46.5	48.3	50.1	51.5	52.9	54.6	55.8	55.4	55.4	54.6	53.1	52.1	50.7
(See Def. 1)		WK. 2	45.8	45.7	45.6	47.0	49.2	51.2	52.3	53.5	55.0	56.6	56.9	57.3	55.3	56.3	55.5	54.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.13, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.6, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

CFA COLLEGE FOOTBALL
SPEC.
FLORIDA STATE VS NEBRASKA
(8:00-11:19PM)

2,620
3.0
ABC WEEKEND
REPORT-SAT.

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

8,040
9.2

SATURDAY NIGHT
(11:30-12:47AM)
(SUSTAINING 12:47-1:00AM)

4,630
5.3 6.1* 5.1* 4.1*
17 17* 18* 16*
6.7 5.5 5.1 4.2 3.4

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

1,840
2.1
ABC WEEKEND
REPORT-SAT.

1,920
2.2
5
2.2

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

MISS AMERICA
PAGEANT
(10:00-12:00AM)

7,340
8.4

SATURDAY NIGHT
(12:30-1:57AM)
(SUSTAINING 1:57-2:00AM)

3,760
4.3 5.3* 4.3* 3.2*
21 21* 22* 20*
5.8 4.8 4.2 4.4 3.5 2.9

TV HOUSEHOLDS USING TV	WK. 1	47.1	43.1	37.2	33.4	29.9	28.2	25.6	23.0	20.3	18.6	16.5	15.0	12.7	11.3	10.5	9.4
(See Def. 1)	WK. 2	52.0	50.0	48.6	43.4	34.7	30.8	26.0	23.7	21.0	19.0	16.7	14.4	12.9	11.3	10.1	8.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.13, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.7, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 13,460 15.4				{ 16,870 19.3															
	ABC TV	DISNEY SUNDAY MOVIE MINNIE THE POOH AND FRIENDS(R)										WINDS OF WAR-PART I (R)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,220 9.4				{ 7,520 8.6															
	SHARE OF AUDIENCE %	17	15 *			14	16 *					14 *	13 *		13 *	14 *					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 21,500 24.6				{ 24,910 28.5				{ 25,610 29.3											
	CBS TV	60 MINUTES										MURDER, SHE WROTE (R)(SD)		CBS SUNDAY NIGHT MOVIE SECRETS OF A MOTHER AND DAUGHTER(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 15,380 17.6	15.3 *			{ 20,450 23.4	22.8 *			{ 16,340 18.7	18.2 *			{ 18.1 *	18.8 *	19.5 *					
	SHARE OF AUDIENCE %	32	29 *			38	38 *			31	29 *			29 *	31 *	35 *					
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,120 7.0		{ 9,530 10.9		{ 13,980 16.0				{ 21,760 24.9											
	NBC TV	SILVER SPOONS(B) (7:12-7:30PM) (R)(OP)		PUNKY BREWSTER (R)		DISNEY'S DTV ROMANCIN' (R)(SD)				NBC SUNDAY NIGHT MOVIE POPEYE DOYLE											
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,240 6.0		{ 7,600 8.7		{ 9,880 11.3	10.6 *			{ 13,810 15.8	14.9 *			{ 15.8 *	16.7 *	15.6 *					
	SHARE OF AUDIENCE %	11	6.5	15	8.7	18	18 *			26	24 *			25 *	27 *	28 *					
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 11,190 12.8				{ 18,180 20.8															
	ABC TV	DISNEY SUNDAY MOVIE MR. BOOGEDY (R)										(1) (SUS)(-OP)		WINDS OF WAR-PART VI (8:25-11:25PM) (OP)(R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,340 8.4	7.5 *			{ 9,440 10.8	8.8 *			{ 10.0 *	10.8 *			{ 12.1 *	12.2 *	12.2 *					
	SHARE OF AUDIENCE %	15	14 *			18	14 *			15 *	17 *			19 *	21 *	21 *					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 22,290 25.5				{ 28,410 32.5															
	CBS TV	60 MINUTES										(2) (SUS)(-OP)		CHRYSLER SHOWCASE THE LAST DAYS OF PATTON (8:22-11:22PM) (OP)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 16,870 19.3	18.9 *			{ 17,040 19.5	18.4 *			{ 19.2 *	20.2 *			{ 21.0 *	20.4 *	20.4 *					
	SHARE OF AUDIENCE %	35	35 *			32	29 *			29 *	31 *			34 *	36 *	36 *					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 18,530 21.2				{ 23,950 27.4								{ 16,520 18.9							
	NBC TV	OUR HOUSE										(3) (SUS)(-OP)		NBC SUNDAY NIGHT MOVIE DUMBO(R) (8:23-10:23PM) (OP)(-OP)(SD)		TV BLOOPERS-JOKES (10:23-11:23PM)(OP) (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,760 14.6	13.2 *			{ 13,900 15.9	15.8 *			{ 17.1 *	15.9 *			{ 10,490 12.0	12.3 *	12.3 *					
	SHARE OF AUDIENCE %	26	24 *			25	25 *			26 *	24 *			22	22 *	22 *					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.4	54.3	55.9	57.3	58.2	60.3	62.5	63.8	63.4	62.9	62.2	62.1	61.6	60.5	58.0	55.1			
		WK. 2	52.9	54.9	56.4	57.9	60.5	62.4	63.3	64.4	65.0	65.3	65.3	63.8	62.1	59.9	57.3	54.9			

U.S. TV Households: 87,400,000

(1) PRES. AND MRS. REAGAN-ABC, (8:00-8:25PM)

(3) REAGAN ADDRESS DRUGS, NBC, (8:00-8:23PM)

(2) PRESIDENT & MRS. REAGAN-CBS, CBS, (8:00-8:22PM)

For explanation of symbols, See page A.

EVE.SUN. SEPT.14, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.7, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,360 2.7													
	ABC TV			ABC WEEKEND REPORT-SUN.													
	AVERAGE AUDIENCE (Households (000) & %)			2,360 2.7													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			8 2.7													
2	TOTAL AUDIENCE (Households (000) & %)	4,110 4.7															
	CBS TV	CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	4,020 4.6															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	10 4.6															
1	TOTAL AUDIENCE (Households (000) & %)			1,750 2.0													
	NBC TV			G. MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			1,750 2.0													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			7 2.0													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			1,840 2.1													
	ABC TV			WINDS OF WAR- PART VI (8)		ABC WEEKEND REPORT-SUN. (11:50-12:11AM)											
	AVERAGE AUDIENCE (Households (000) & %)			11.5* 23 *		1,840 2.1											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			12.4 10.3		9 2.1	2.1										
E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,850 4.4													
	CBS TV			(1) CBS SUNDAY NEWS-OSGOOD (11:22-11:37PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.0													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			13 4.2	20.1	3.7											
2	TOTAL AUDIENCE (Households (000) & %)			1,400 1.6													
	NBC TV			TV BLOOPERS- JOKES (10:23-11:23PM) (S)		G. MICHAELS SPORTS MACHINE (11:53-12:00AM)											
	AVERAGE AUDIENCE (Households (000) & %)			11.5* 1.5		1,310 1.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24 * 9.8	12.5	7 1.6	1.5										
TV HOUSEHOLDS USING TV		WK. 1	48.0	42.6	34.0	29.7	24.9	21.8	18.8	16.5	14.3	12.3	10.0	8.9	7.2	6.7	6.3
(See Def. 1)		WK. 2	50.7	42.8	36.8	30.9	25.0	22.5	19.7	16.7	13.7	11.7	10.3	8.6	7.3	6.8	6.2
U.S. TV Households: 87,400,000																	
(1) CHRYSLER SHOWCASE, THE LAST DAYS OF PATTON, CBS, (8:22-11:22PM)(S)																	

For explanation of symbols, See page A.

EVE.SUN. SEPT.14, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 1-5, 1986

		NATIONAL TV AUDIENCE ESTIMATES																	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,980 5.7				4,980 5.7											
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)			3,760 4.3				3,930 4.5											
	SHARE OF AUDIENCE %			23				22											
AVG. AUD. BY ¼ HR.				4.4 4.3				4.4 4.6											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,230 3.7				3,150 3.6						4,370 5.0				3,670 4.2	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)			2,530 2.9				2,450 2.8						3,580 4.1				3,150 3.6	
	SHARE OF AUDIENCE %			15				14						17				17	
AVG. AUD. BY ¼ HR.				2.9 2.8				2.7 2.9						4.0 4.3				3.5 3.7	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			5,420 6.2				5,160 5.9						4,280 4.9				4,630 5.3	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)			4,200 4.8				4,200 4.8						3,500 4.0				3,930 4.5	
	SHARE OF AUDIENCE %			25				23						18				21	
AVG. AUD. BY ¼ HR.				4.7 4.8				4.9 4.8						3.8 4.3				4.3 4.6	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			5,240 6.0				4,890 5.6											
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)			3,930 4.5				4,020 4.6											
	SHARE OF AUDIENCE %			22				22											
AVG. AUD. BY ¼ HR.				4.7 4.3				4.6 4.7											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			3,230 3.7				2,970 3.4						3,760 4.3				3,500 4.0	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)			2,530 2.9				2,270 2.6						3,150 3.6				3,060 3.5	
	SHARE OF AUDIENCE %			15				13						17				16	
AVG. AUD. BY ¼ HR.				3.0 2.8				2.5 2.7						3.3 3.9				3.5 3.5	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			5,590 6.4				5,160 5.9						3,670 4.2				4,200 4.8	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)			4,200 4.8				4,370 5.0						3,060 3.5				3,500 4.0	
	SHARE OF AUDIENCE %			24				24						17				19	
AVG. AUD. BY ¼ HR.				4.8 4.8				5.1 5.0						3.4 3.6				3.9 4.1	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	11.3	13.3	15.0	16.4	18.2	19.7	20.5	21.3	21.9	22.9	23.4	23.6	23.1	23.4	23.3	23.9
				12.8	15.6	17.5	18.4	19.8	20.5	20.4	20.4	20.7	21.2	21.4	21.2	20.8	21.1	21.3	21.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 8-12, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 1-5, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,360 2.7		2,010 2.3		2,800 3.2		4,200 4.8		7,870 9.0		8,300 9.5			
	ABC TV		LIFESTYLES-RICH & FAM-M-F		DOUBLE TALK		RYAN'S HOPE (TU-F)(OP)		LOVING >		ALL MY CHILDREN (TU-F)>(OP)		ONE LIFE TO LIVE (TU-F)>(OP)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,920 2.2		1,570 1.8		2,270 2.6		3,580 4.1		6,120 7.0		6,210 7.1			
	SHARE OF AUDIENCE %	{	9		7		11		15		25		26			
W E E K 2	AVG. AUD. BY ¼ HR.	%	2.2	2.2	1.8	1.9	2.6	2.7	3.7	4.3	6.2	7.0	7.4	7.4	7.0	7.4
	TOTAL AUDIENCE (Households (000) & %)	{	6,210 7.1		7,340 8.4				9,090 10.4				7,690 8.8		4,890 5.6	
	CBS TV		PRICE IS RIGHT 1 (TU-F)(S)(OP)		PRICE IS RIGHT 2 (TU-TH)(S)(OP)(SD)				YOUNG AND THE RESTLESS (TU-TH)(S)(OP)		AS THE WORLD TURNS (TU-TH)(S)(OP) (SUS-OP)		CAPITOL (TU-TH)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.1		6,470 7.4				6,900 7.9	7.9*		6,210 7.1		4,370 5.0		
W E E K 1	SHARE OF AUDIENCE %	{	28		33				30	31 *		25		18		
	AVG. AUD. BY ¼ HR.	%	5.8	6.4	7.2	7.6			7.7	8.1	8.0	7.9	7.2	7.0	5.1	4.9
	TOTAL AUDIENCE (Households (000) & %)	{	6,900 7.9		5,420 6.2		3,930 4.5		2,880 3.3		8,130 9.3		5,940 6.8			
	NBC TV		WHEEL OF FORTUNE (TU-F)(S)(OP)		SCRABBLE (TU-F)(OP)		SUPER PASSWORD (TU-F)(S)(OP)		SEARCH FOR TOMORROW (TU-F)(OP)		DAYS OF OUR LIVES (TU-F)>(S)(OP)		ANOTHER WORLD (TU-F)>(OP)(S)(SD)			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{	5,770 6.6		4,460 5.1		3,320 3.8		2,360 2.7		6,030 6.9		4,540 5.2			
	SHARE OF AUDIENCE %	{	30		23		15		11		25		19			
	AVG. AUD. BY ¼ HR.	%	6.3	6.8	5.1	5.2	3.6	3.9	2.7	2.7	6.8	7.4	6.1	5.5	5.2	5.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,450 2.8		2,010 2.3		2,080 2.5		4,110 4.7		8,040 9.2		8,480 9.7			
	ABC TV		FAME, FORTUNE AND ROMANCE >		DOUBLE TALK		RYAN'S HOPE		LOVING >(SUS-OP)		ALL MY CHILDREN >(SUS-OP)		ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,010 2.3		1,660 1.9		2,530 2.9		3,500 4.0		6,210 7.1		6,560 7.5			
	SHARE OF AUDIENCE %	{	11		9		12		16		25		27			
W E E K 2	AVG. AUD. BY ¼ HR.	%	2.4	2.3	1.9	1.9	2.8	2.9	3.9	4.1	6.5	6.9	7.3	7.5	7.3	7.8
	TOTAL AUDIENCE (Households (000) & %)	{	5,680 6.5		7,170 8.2				8,480 9.7				7,170 8.2		4,810 5.5	
	CBS TV		PRICE IS RIGHT 1 >(OP)		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS >(OP)(SUS-OP)		AS THE WORLD TURNS		CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 5.8		6,120 7.0				6,560 7.5	7.3*		5,860 6.7		4,370 5.0		
W E E K 1	SHARE OF AUDIENCE %	{	27		32				30	30 *		24		19		
	AVG. AUD. BY ¼ HR.	%	5.5	5.9	6.7	7.2			7.2	7.5	7.7	7.3	6.7	6.7	5.1	5.0
	TOTAL AUDIENCE (Households (000) & %)	{	5,770 6.6		4,200 4.8		3,230 3.7		2,360 2.7		7,170 8.2		5,770 6.6			
	NBC TV		WHEEL OF FORTUNE >(OP)		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW >		DAYS OF OUR LIVES >(OP)		ANOTHER WORLD (SD)			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 5.8		3,760 4.3		2,800 3.2		2,010 2.3		5,860 6.7		4,460 5.1			
	SHARE OF AUDIENCE %	{	27		20		13		9		24		19			
	AVG. AUD. BY ¼ HR.	%	5.8	5.8	4.2	4.4	3.2	3.3	2.3	2.3	6.5	6.2	6.9	7.1	5.1	5.0
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1		24.3	24.9	25.2	25.8	27.0	27.8	27.7	28.2	28.4	29.0	29.4	29.6	28.6	29.3
	WK. 2		21.4	22.0	22.3	23.1	24.8	25.3	25.5	26.1	27.2	27.9	27.6	27.6	27.5	27.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT. 8-12, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.1-5, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,300 9.5															10,310 11.8
	ABC TV	GENERAL HOSPITAL (TU-F)(OP)										(SUS-OP)					ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,730 7.7															8,910 10.2
	SHARE OF AUDIENCE %	27	7.6*			7.8*										20	10.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,730 7.7				1,750 2.0											10,840 12.4
	CBS TV	GUIDING LIGHT (TU-TH)(SUS-60) (S)(OP)(ED)										PRESS YOUR LUCK (TU-TH) (S)(OP)					CBS EVENING NEWS-RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 5.9	5.8*			6.1*	1.5										9,260 10.6
	SHARE OF AUDIENCE %	20	20*			20*	5									21	10.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,420 6.2															10,750 12.3
	NBC TV	SANTA BARBARA (TU-F)(S)(OP)															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,760 4.3	4.3*			4.3*											9,260 10.6
	SHARE OF AUDIENCE %	15	15*			15*										21	10.6
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 8,350 10.7															10,750 12.3
	ABC TV	GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,170 8.2	8.0*			8.4*											9,090 10.4
	SHARE OF AUDIENCE %	29	28*			29*										21	10.5
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,640 7.6				1,220 1.4											10,750 12.3
	CBS TV	GUIDING LIGHT (SUS-60)(ED)										PRESS YOUR LUCK					CBS EVENING NEWS-RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,240 6.0	5.9*			6.0*	1.2										9,180 10.5
	SHARE OF AUDIENCE %	21	21*			20*	4									21	10.6
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,070 5.8															10,660 12.2
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,850 4.4	4.1*			4.6*											9,090 10.4
	SHARE OF AUDIENCE %	15	15*			16*										21	10.6
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		29.7	30.4	30.8	31.9	31.7	33.2	34.2	36.0	37.6	39.8	41.6	43.7	46.3	48.0	49.0	50.0
U.S. TV Households: 87,400,000		28.4	29.3	30.1	30.8	30.2	32.4	33.7	35.0	36.4	38.3	40.1	42.3	44.9	47.2	48.9	50.4

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.8-12, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 6, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)		{				2,530 2.9		2,620 3.0		4,460 5.1		5,860 6.7		4,810 5.5		4,720 5.4	
ABC TV		{				PINK PANTHER AND SONS (SD)		LITTLES		BUGS LOONEY		BUGS LOONEY BUNNY/TUNES-2		LAFF-A-LYMPICS		EWOKS	
AVERAGE AUDIENCE (Households (000) & %)		{				1,750 2.0		2,100 2.4		3,580 4.1		4,720 5.4		3,760 4.3		3,670 4.2	
SHARE OF AUDIENCE %		{				15		13		18		22		17		16	
AVG. AUD. BY ¼ HR.		{				1.7		2.3		3.5		4.6		5.3		5.6	
TOTAL AUDIENCE (Households (000) & %)		{				2,530 2.9		4,110 4.7		5,330 6.1				5,940 6.8			
CBS TV		{				WUZZLES (SUS-OP)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES/MONSTERS(B)				ROCK N WRESTLING(B)			
AVERAGE AUDIENCE (Households (000) & %)		{				2,010 2.3		3,500 4.0		4,020 4.6		4.4*		4.8*		4.1	
SHARE OF AUDIENCE %		{				17		22		19		20 *		19 *		16	
AVG. AUD. BY ¼ HR.		{				1.9		2.6		3.6		4.4		4.9		4.0	
TOTAL AUDIENCE (Households (000) & %)		{				2,970 3.4		3,670 4.2		5,070 5.8		6,380 7.3		7,250 8.3		6,210 7.1	
NBC TV		{				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
AVERAGE AUDIENCE (Households (000) & %)		{				2,190 2.5		3,150 3.6		4,200 4.8		5,240 6.0		5,770 6.6		5,240 6.0	
SHARE OF AUDIENCE %		{				19		19		21		24		25		22	
AVG. AUD. BY ¼ HR.		{				2.0		3.0		3.3		3.9		4.6		5.0	
TOTAL AUDIENCE (Households (000) & %)		{				4,150 2.5		4,410 3.9		4,890 5.6		5,390 6.4		5,860 6.7		4,810 5.5	
ABC TV		{				WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		FOUND PUPPIES	
AVERAGE AUDIENCE (Households (000) & %)		{				1,570 1.8		2,710 3.1		4,110 4.7		4,540 5.2		4,890 5.6		4,110 4.7	
SHARE OF AUDIENCE %		{				12		16		22		21		21		17	
AVG. AUD. BY ¼ HR.		{				1.5		2.1		2.7		3.5		4.7		4.8	
TOTAL AUDIENCE (Households (000) & %)		{				2,710 3.1		2,800 3.2		5,160 5.9				3,850 4.4		5,510 6.3	
CBS TV		{				BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				GALAXY HIGH SCHOOL		TEEN WOLF	
AVERAGE AUDIENCE (Households (000) & %)		{				2,010 2.3		2,450 2.8		3,500 4.0		3.6*		4.4*		3,230 3.7	
SHARE OF AUDIENCE %		{				15		15		17		17 *		18 *		14	
AVG. AUD. BY ¼ HR.		{				2.1		2.5		2.8		2.8		3.4		3.8	
TOTAL AUDIENCE (Households (000) & %)		{				4,810 5.5		5,770 6.6		5,420 6.2		6,730 7.7		7,780 8.9		6,900 7.9	
NBC TV		{				KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
AVERAGE AUDIENCE (Households (000) & %)		{				3,760 4.3		4,630 5.3		4,630 5.3		5,680 6.5		6,470 7.4		5,940 6.8	
SHARE OF AUDIENCE %		{				29		27		24		27		28		25	
AVG. AUD. BY ¼ HR.		{				3.9		4.8		4.9		5.6		5.1		5.5	
TV HOUSEHOLDS USING TV		{				WK. 1 (See Def. 1)		WK. 2		7.1		8.3		8.9		9.9	
U.S. TV Households: 87,400,000		{				13.5		16.0		17.8		20.1		21.9		24.2	
		{				8.3		9.8		11.9		13.6		15.7		17.6	
		{				20.2		21.7		22.1		23.5		25.7		25.9	
		{				26.3		26.8		26.3		26.3		26.8		27.2	
		{				26.1		26.7		26.1		26.7		27.1		27.1	

For explanation of symbols, See page A.

DAY SAT. SEPT. 13, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 6, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 4.9		3,760 4.3		3,760 4.3		4,200 4.8									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,320 3.8		2,970 3.4		2,970 3.4		2,270 2.6									
	SHARE OF AUDIENCE %	14		12		13		9		2.4*				2.9*			
W E E K 2	AVG. AUD. BY ¼ HR.	% 4.0	3.6	3.6	3.3	3.3	3.5	2.2	2.5	2.9	3.0						
	TOTAL AUDIENCE (Households (000) & %)	{ 12,060 13.8															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,320 3.8	2.9*		2.9*		3.4*		3.7*		3.8*		4.2*		3.8*		4.0*
W E E K 3	SHARE OF AUDIENCE %	13	11 *		11 *		13 *		13 *		14 *		15 *		13 *		13 *
	AVG. AUD. BY ¼ HR.	% 3.2	2.6	2.8	3.0	3.0	3.7	3.7	3.7	3.8	3.7	4.0	4.5	3.7	3.8	4.0	4.0
	TOTAL AUDIENCE (Households (000) & %)	{ 7,950 9.1		6,290 7.2		3,580 4.1		2,970 3.4						3,580 4.1	11,800 13.5		
	NBC TV																
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{ 6,730 7.7		5,160 5.9		2,970 3.4		2,450 2.8						3,230 3.7	4,810 5.5		5.0*
	SHARE OF AUDIENCE %	28		22		13		10						12	16		16 *
	AVG. AUD. BY ¼ HR.	% 7.2	8.2	5.7	5.7	3.3	3.6	2.8	2.9					3.6	4.1	5.0	4.9
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 3,850 4.4		4,460 5.1		3,850 4.4		3,410 3.9		3,150 3.6							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,410 3.9		3,670 4.2		3,060 3.5		2,800 3.2		2,360 2.7							
	SHARE OF AUDIENCE %	14		15		13		11		9							
W E E K 6	AVG. AUD. BY ¼ HR.	% 3.8	4.0	4.1	4.3	3.5	3.6	3.2	3.2	2.7	2.7						
	TOTAL AUDIENCE (Households (000) & %)	{ 4,540 5.2		3,150 3.6		2,450 2.8		2,620 3.0						3,230 3.7	11,360 13.0		
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.1		2,450 2.8		1,920 2.2		2,100 2.4						2,270 2.6	3,580 4.1		5.0*
W E E K 7	SHARE OF AUDIENCE %	15		10		8		9						9	13		17 *
	AVG. AUD. BY ¼ HR.	% 4.3	3.9	2.9	2.7	2.1	2.2	2.5	2.3					2.8	2.4	4.7	5.2
	TOTAL AUDIENCE (Households (000) & %)	{ 7,600 8.7		6,210 7.1		4,720 5.4		3,320 3.8		6,120 7.0							
	NBC TV																
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)	{ 6,380 7.3		5,420 6.2		4,370 5.0		2,800 3.2		2,010 2.3							
	SHARE OF AUDIENCE %	26		23		18		11		8							
	AVG. AUD. BY ¼ HR.	% 7.1	7.5	6.5	6.0	4.9	5.0	3.5	2.9	2.2	2.1*	2.2*		2.5	2.4	2.5	2.6
	TV HOUSEHOLDS USING TV	WK. 1 27.6	28.2	27.3	27.8	27.7	27.7	28.1	28.6	29.0	29.3	29.0	29.3	30.0	30.8	31.7	32.6
(See Def. 1)		WK. 2 27.1	27.3	27.1	27.7	27.8	27.4	27.6	28.6	29.6	30.7	30.6	30.6	30.1	30.2	30.2	30.5

U.S. TV Households: 87,400,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

A-29 (2) CBS COLLEGE FOOTBALL GAME, OHIO STATE VS WASHINGTON, CBS, (2:37-5:40PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 13, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE (Households (000) & %)		4,460 5.1	16,080 18.4													5,940 6.8
ABC TV		(1) (-OP)														
AVERAGE AUDIENCE (Households (000) & %)		3,580 4.1	6,470 7.4													5,070 5.8
SHARE OF AUDIENCE %		13	21													15
AVG. AUD. BY ¼ HR. %		3.9	5.4	6.6	7.3	7.2	7.5	7.4	7.2	7.1	8.0	8.9	8.9	7.3	7.1	6.2
TOTAL AUDIENCE (Households (000) & %)						12,940 14.8										
CBS TV																
AVERAGE AUDIENCE (Households (000) & %)						4,110										
SHARE OF AUDIENCE %			4.1*		5.0*	4.7	4.9*		3.9*		4.2*		3.9*		4.3*	4.5*
AVG. AUD. BY ¼ HR. %		4.0	4.2	4.7	5.3	5.7	4.2	3.5	4.2	4.2	4.2	3.6	4.0	4.7	4.5	4.5
TOTAL AUDIENCE (Households (000) & %)																10,750 12.3
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)																9,180 10.5
SHARE OF AUDIENCE %			5.2*		5.4*		5.8*		6.0*		6.7*					26
AVG. AUD. BY ¼ HR. %		5.0	5.5	5.3	5.5	5.5	6.1	6.1	6.0	7.0	6.2				10.3	10.6
TOTAL AUDIENCE (Households (000) & %)		4,540 5.2	19,320 22.1													
ABC TV		(2) (-OP)														
AVERAGE AUDIENCE (Households (000) & %)		3,500 4.0	8,040 9.2													
SHARE OF AUDIENCE %		13	26													
AVG. AUD. BY ¼ HR. %		3.9	5.3	6.7	7.6	8.3	8.5	8.6	8.0	6.7	8.4	10.3	11.0	11.3	12.1	12.9
TOTAL AUDIENCE (Households (000) & %)																7,780 8.9
CBS TV																
AVERAGE AUDIENCE (Households (000) & %)																6,120 7.0
SHARE OF AUDIENCE %			5.3*		4.1*		3.6*		3.5*		3.7*	2,450 2.8				15
AVG. AUD. BY ¼ HR. %		4.9	5.7	4.7	3.6	3.7	3.6	3.4	3.6	4.3	3.1	2.2	3.0		6.8	7.2
TOTAL AUDIENCE (Households (000) & %)		3,580 4.1	11,970 13.7													6,290 7.2
NBC TV		(4) (-OP)														
AVERAGE AUDIENCE (Households (000) & %)		3,320 3.8	4,370 5.0													5,330 6.1
SHARE OF AUDIENCE %		13	14													13
AVG. AUD. BY ¼ HR. %		3.9	3.3	3.9	4.5	4.9	4.9	4.9	5.2	5.3	5.8	5.7	5.4	5.4	5.2	5.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 30.8	WK. 2 31.6	33.9	34.5	35.2	34.7	34.2	35.0	36.0	36.9	36.5	37.7	39.2	40.0	41.6
				32.5	32.8	32.9	33.1	33.1	34.0	35.4	37.1	39.2	40.8	42.7	44.4	45.9

U.S. TV Households: 87,400,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:25PM)

(3) CBS COLLEGE FOOTBALL POST, CBS, (5:40-6:00PM)

(2) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:26PM)

(4) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:17PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 13, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 7, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV WK. 1																	
(See Def. 1) WK. 2																	
U.S. TV Households: 87,400,000																	

For explanation of symbols, See page A.

DAY SUN. SEPT. 14, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,540 5.2													
	ABC TV			← THIS WEEK-DAVID BRINKLEY →													
	AVERAGE AUDIENCE (Households (000) & %)			2,880 3.3				3.2*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			11 3.4	12 *			11 *	3.3								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)							6,730 7.7		20,890 23.9							
	CBS TV							CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)							
	AVERAGE AUDIENCE (Households (000) & %)							5,240 6.0		8,390 9.6	8.2*		9.6*		10.2*		10.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							20 5.4	6.6	25 8.0	25 *	9.3	26 *	10.0	27 *	10.1	26 *
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					2,100 2.4		5,070 5.8		21,330 24.4							
	NBC TV					MEET THE PRESS		NFL '86-NBC		NFL FOOTBALL GAME 1-NBC CLEVELAND VS CHICAGO HOUSTON VS GREEN BAY (MULTI-SEGMENT TELECAST)							
	AVERAGE AUDIENCE (Households (000) & %)					1,570 1.8		3,760 4.3		9,090 10.4	8.0*		9.1*		9.4*		10.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					7 1.8	1.8	14 3.8	4.7	27 7.2	24 *	8.8	25 *	8.9	25 *	10.3	26 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV			← THIS WEEK-DAVID BRINKLEY →													
	AVERAGE AUDIENCE (Households (000) & %)			2,800 3.2				3.6*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			11 2.8	10 *			12 *	3.7								
WEEK 5	TOTAL AUDIENCE (Households (000) & %)							7,430 8.5		26,020 30.8							
	CBS TV							CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)							
	AVERAGE AUDIENCE (Households (000) & %)							5,940 6.8		13,200 15.1	11.7*		14.5*		16.1*		15.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							23 6.5	7.2	40 10.7	35 *	14.2	41 *	14.8	43 *	15.6	40 *
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					2,270 2.6		4,720 5.4		22,020 25.2							
	NBC TV					MEET THE PRESS		NFL '86-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)							
	AVERAGE AUDIENCE (Households (000) & %)					1,750 2.0		3,320 3.8		9,530 10.9	7.5*		10.3*		11.0*		11.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					7 2.0	2.0	13 3.2	4.3	29 6.9	23 *	9.7	29 *	10.8	29 *	11.0	30 *
TV HOUSEHOLDS USING TV		WK. 1	26.9	27.7	28.0	29.1	29.2	30.4	31.6	33.3	34.8	36.1	37.3	37.5	38.3	38.4	39.5
(See Def. 1)		WK. 2	27.0	27.8	28.7	29.4	28.7	29.9	30.7	32.0	33.9	35.3	36.9	38.1	38.8	38.8	38.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 7, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					4,810 5.5											8,650 9.9
	ABC TV																	ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{					1,570 1.8	1.7*		1.6*		1.6*		2.0*			7,080 8.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					4 1.7	4 *	1.7	4 *	1.5	4 *	1.9	5 *			17 7.5	8.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					13,900 15.9											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					4,720 5.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	9.9	10.2* 25 *	10.4	10.4* 25 *	8.8	2.7	6.0	5.8	6.2	6.0	6.3	5.7	6.0	5.2	5.0	4.7
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					28,060 32.1											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					14,510 16.6											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	11.5	11.6* 29 *	11.7	11.9* 29 *	10.4	12.3	15.7	16.3	16.6	16.5	15.3	15.7	16.4	16.4	16.8	17.8
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{					18,620 21.3											10,750 12.3
	CBS TV																	(1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{					9,090 10.4											10,140 11.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15.4	15.5* 40 *	15.3	15.5* 38 *	4.1	3.8	9.8	11.0	11.4	11.0	10.8	11.5	11.9	11.9	12.4	11.6
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{					7,250 8.3											5,860 6.7
	NBC TV																	NBC NIGHTLY NEWS- SUN(8)
	AVERAGE AUDIENCE (Households (000) & %)	{					6,990 8.0											4,980 5.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	11.6	12.3* 32 *	12.4	13.0* 32 *	8.4	3.3									5.4	6.0
TV HOUSEHOLDS USING TV		WK. 1	40.4	40.7	41.1	42.0	42.9	43.4	42.9	43.2	44.2	44.4	44.5	45.0	47.8	48.5	49.6	50.5
(See Def. 1)		WK. 2	39.6	40.5	40.8	41.3	41.2	41.3	40.8	40.3	40.6	41.0	42.0	42.8	43.0	45.3	47.0	48.6

U.S. TV Households: 87,400,000

(1) CBS NFL FOOTBALL POST 2, CBS, (6:46-7:00PM)

(2) NFL FOOTBALL POST-NBC, NBC, (4:02-4:17PM)

For explanation of symbols, See page A.

DAY SUN. SEPT. 14, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF-MON	1	8.49- 8.51PM	8.45	8,220	9.4	8,040	9.2	15	9.2										
ABC ABC NEWSBRIEF-MON	2	8.58- 8.59PM	8.45								10,050	11.5	10,050	11.5	20	11.5			
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-12.28AM	+GRID 11.00 11.15 11.30 11.45 12.00 12.15								35,310	40.4	18,530	21.2	38	19.4 20.3 19.8 19.2 19.5 19.1			
ABC ABC NEWSBRIEF-MON	1	9.54- 9.55PM	9.45	8,220	9.4	8,220	9.4	16	9.4										
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.51- 8.52PM	8.45																
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	9,350	10.7	9,350	10.7	17	10.7										
	2	9.53- 9.54PM	9.45								8,480	9.7	8,480	9.7	16	9.7			
CBS AMERICAN PORTRAIT-TUE(B)	1	8.58- 8.59PM	8.45	8,390	9.6	8,390	9.6	15	9.6										
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF-WED	1	8.58- 8.59PM	8.45	8,480	9.7	8,480	9.7	16	9.7										
	2	8.57- 8.58PM	8.45								6,210	7.1	6,210	7.1	12	7.1			
EVENING THURSDAY																			
ABC ABC NEWSBRIEF-WED	2	9.41- 9.42PM	9.30								7,430	8.5	7,430	8.5	14	8.5			
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	9.58- 9.59PM	9.45	11,540	13.2	11,540	13.2	22	13.2										
		8.53- 8.54PM	8.45																
EVENING FRIDAY																			
ABC ABC NFL FOOTBALL SPECIAL(S)	2	8.00-11.11PM	+GRID 11.00								28,490	32.6	12,670	14.5	24	13.0* 24*	13.0		
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	7,080	8.1	7,080	8.1	13	8.1										
CBS AMERICAN PORTRAIT	1	8.58- 8.59PM	8.45	9,180	10.5	9,180	10.5	17	10.5										
EVENING SATURDAY																			
ABC ABC BUSINESS BRIEF-FRI	1	8.41- 8.42PM	8.30	8,650	9.9	8,650	9.9	18	9.9										
	2	9.00- 9.01PM	9.00								4,980	5.7	4,980	5.7	10	5.7			
ABC ABC NEWSBRIEF-FRI	2	9.51- 9.52PM	9.45								5,510	6.3	5,510	6.3	11	6.3			
	1	10.11-10.12PM	10.00	10,930	12.5	10,930	12.5	22	12.5										
CBS AMERICAN PORTRAIT SUS.(SUS)		8.58- 8.59PM	8.45																
CBS CBS FRIDAY NIGHT MOVIES	2	9.00-11.30PM	+GRID 11.00 11.15								19,400	22.2	8,220	9.4	18	9.9* 22*	10.7 9.1		
NBC NBC NEWS SPECIAL REPORT(S)	1	10.00-10.42PM	+GRID 10.30	13,630	15.6	10,930	12.5	22	11.9										
								11.9*	22*										
NBC NBC REPORT:KARACHI(SUS)	1	10.42-11.00PM	10.30																
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SAT	2	8.46- 8.47PM	8.45								7,170	8.2	7,170	8.2	15	8.2			
ABC ABC NEWSBRIEF-SAT.	1	9.53- 9.54PM	9.45	6,210	7.1	6,210	7.1	13	7.1										
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SATURDAY-CONT'D																			
ABC ABC NEWSBRIEF-SAT.-CONT'D	2	9.49- 9.50PM	9.45								6,120	7.0	6,120	7.0	12	7.0			
CBS SPORTSBREAK-SAT	2	8.28- 8.29PM	8.15								5,160	5.9	5,160	5.9	12	5.9			
	1	9.06- 9.07PM	9.00	5,510	6.3	5,510	6.3	12	6.3										
CBS NEWSBREAK-SAT.	1	9.52- 9.53PM	9.45	7,250	8.3	7,250	8.3	15	8.3										
	2	9.58- 9.59PM	9.45								3,580	4.1	3,580	4.1	7	4.1			
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	12,760	14.6	12,760	14.6	28	14.6		13,550	15.5	13,550	15.5	29	15.5			
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	9,000	10.3	9,000	10.3	19	10.3										
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	9.05- 9.06PM	9.00	7,690	8.8	7,690	8.8	14	8.8		7,080	8.1	7,080	8.1	12	8.1			
	2	9.25- 9.26PM	9.15																
ABC ABC NEWSBRIEF-SUN.	1	9.48- 9.49PM	9.45	5,860	6.7	5,860	6.7	11	6.7		9,090	10.4	9,090	10.4	17	10.4			
	2	10.17-10.18PM	10.15																
CBS PRESIDENT&MRS. REAGAN-CBS(SUS)	2	8.00- 8.22PM	8.00																
CBS CHRYSLER SHOWCASE(S)	2	8.22-11.22PM	→GRID 11.15								28,410	32.5	17,040	19.5 18.3*	32 36*	14.5			
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	16,610	19.0	16,610	19.0	30	19.0		15,030	17.2	15,030	17.2	26	17.2			
	2	9.07- 9.08PM	9.00																
CBS NEWSBREAK-SUN.	1	9.50- 9.52PM	9.45	11,270	12.9	11,190	12.8	21	12.8										
NBC NFL FOOTBALL GAME 2-NBC	2	9.55- 9.56PM	9.45								14,250	16.3	14,250	16.3	25	16.3			
	1	4.32- 7.22PM	→GRID 7.00 7.15 7.30	28,060	32.1	14,510	16.6	36	17.5 10.5 6.0										
								17.8*	35*										
NBC NBC SUNDAY NIGHT MOVIE	2	8.23-10.23PM	→GRID 10.15								23,950	27.4	13,900	15.9 14.9*	25 24*	13.9			
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	8,390	9.6	8,390	9.6	15	9.6										
	2	9.39- 9.40PM	9.30								10,230	11.7	10,230	11.7	18	11.7			
NBC NBC NEWS DIGEST-2-SUN.	2	10.21-10.22PM	10.15								8,570	9.8	8,570	9.8	16	9.8			
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE	>	11.30 11.45 12.00		6,560	7.5	5,160	5.9 6.0* 3.0*	18 18* 11*	6.5 5.5 3.0	M-F M-F THU.	5,330	6.1	4,370	5.0	15	5.5 4.7 3.4	TU-F TU-F W & F		
ABC ABC NEWS NIGHTLINE-FRI(B)	1	12.00-12.47AM	12.00 12.15 12.30 12.45	7,870	9.0	5,420	6.2 6.8* 5.1*	21 21* 19*	7.3 6.2 5.2 4.6	FRI. FRI. FRI. FRI.									
ABC ABC NEWS:NIGHTLINE-TH(B)	2	12.00-12.17AM	12.00 12.15								3,760	4.3	3,670	4.2	16	4.3 3.9	THU. THU.		
ABC ABC NEWS:NIGHTLINE-TUE(SUS)	1	12.00-12.16AM	12.00																
ABC LIFESTYLES-RICH & FAM-12M	>	12.00 12.15 12.30 12.45		1,400	1.6	1,220	1.4	6	1.5 1.4 1.4 1.2	M-TH M-TH TU&TH TU&TH	1,220	1.4	1,050	1.2	5	1.3 1.3 1.2 1.1	TU-F TUTHF W-F W-F		
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC LIFESTYLES-RICH & FAM-12M-CONT'D																			
			1.00													1.0	WED.		
ABC ABC NEWS:NIGHTLINE-MON	2	1.19- 1.49AM	1.15								4,200	4.8	3,230	3.7	23	4.5	MON.		
			1.30													3.5	MON.		
			1.45													2.7	MON.		
CBS AMERICAN PORTRAIT	2	8.58- 8.59PM	8.45								10,230	11.7	10,230	11.7	19	11.7	MTUTH		
CBS NEWSBREAK-M-F		>	9.45	6,730	7.7	6,210	7.1	12	7.7	M-F	7,950	9.1	7,950	9.1	15	9.1	M-F		
CBS CBS LATE NIGHT I	2	>	11.30								5,590	6.4	3,580	4.1	16	4.8	M-F		
			11.45													4.3	M-TH		
			12.00													4.1	M-F		
			12.15													4.0*	16*		
			12.30													3.9	M-F		
			12.45													3.9	M-F		
			1.00													3.6*	18*		
																3.4*	18*		
CBS US OPEN HIGHLIGHTS TNS-FR(S)	1	11.30-12.00MD	11.30	3,760	4.3	2,970	3.4	9	4.0	FRI.									
			11.45						2.9	FRI.									
CBS US OPEN HIGHLIGHTS TNS-MO(S)	1	11.30-12.00MD	11.30	4,280	4.9	3,670	4.2	13	4.6	MON.									
			11.45						3.7	MON.									
CBS US OPEN HIGHLIGHTS TNS-TH(S)	1	11.30-12.00MD	11.30	4,020	4.6	3,060	3.5	10	3.8	THU.									
CBS US OPEN HIGHLIGHTS TNS-TU(S)																			
	1	11.30-12.00MD	11.45	4,890	5.6	4,020	4.6	14	3.2	THU.									
			11.30						5.1	TUE.									
			11.45						4.0	TUE.									
CBS US OPEN HIGHLIGHTS TNS-WE(S)	1	11.30-12.00MD	11.30	3,760	4.3	3,150	3.6	11	3.9	WED.									
			11.45						3.2	WED.									
CBS CBS LATE NIGHT I	1	>	12.00	4,280	4.9	2,620	3.0	15	3.0	M-F									
			12.15						2.9	MWTHF									
			12.30						2.9	M-F									
			12.45						3.0	M-F									
			1.00						3.1	M-F									
			1.15						3.1	M-F									
			1.30						3.0	M-F									
CBS CBS LATE NIGHT II	2	>	12.30						2.8	TUE.									
			12.45								3,230	3.7	2,620	3.0	19	3.2	M-F		
	1	>	1.00	3,060	3.5	2,530	2.9	23	3.1	M-F						3.1*	18*		
			1.15						3.0	MWTHF						3.0	M-TH		
			1.30						2.9	M-F						2.9*	20*		
			1.45						2.7	M-F						2.8	M-F		
			2.00						2.5	TUE.						2.8	FRI.		
			2.15						2.4	TUE.						2.7	FRI.		
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	790	.9	700	.8	10	.9	MWTHSU	1,050	1.2	870	1.0	12	1.1	M-THSU		
			2.15						.8	MWTHSU						1.0	M-THSU		
CBS CBS NIGHTWATCH-1-TUE(B)	1	2.00- 2.30AM	2.00	960	1.1	790	.9	10	1.1	TUE.									
			2.15						.7	TUE.									
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	-GRID	960	1.1	870	1.0	14		M-THSU	1,050	1.2	960	1.1	16		M-THSU		
			2.30						1.0	M-THSU						1.1	M-THSU		
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D			2.45						1.0	M-THSU							1.1	M-THSU		
CBS CBS NEWS NIGHTWATCH-2-CONT'D			3.00	1,660	1.9	790	.9	18	1.1	M-THSU		1,570	1.8	870	1.0	21	1.2	M-THSU		
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.15				1.1*	18*	1.0	M-THSU						1.2*	20*	1.1	M-THSU	
			3.30						1.0	M-THSU								1.0	M-THSU	
			3.45				.9*	16*	.9	M-THSU						1.0*	20*	.9	M-THSU	
			4.00						.9	M-THSU								.9	M-THSU	
			4.15				.8*	16*	.8	M-THSU						.9*	20*	.9	M-THSU	
			4.30						.8	M-THSU								.9	M-THSU	
			4.45				.8*	18*	.8	M-THSU						.9*	21*	.9	M-THSU	
			5.00						.9	M-THSU								.9	M-THSU	
			5.15				.9*	21*	1.0	M-THSU						1.0*	24*	.9	M-THSU	
			5.30						.9	M-THSU								1.0	M-THSU	
			5.45				.9*	21*	.8	M-THSU						.9*	21*	.9	M-THSU	
NBC NBC NEWS DIGEST-M-F		>	8.15	9,350	10.7	9,350	10.7	18	8.8	M-F		11,010	12.6	11,010	12.6	21	9.8	M-F		
			8.45						12.3	W-F							11.1	TUWF		
			9.15						7.6	TUE.							19.9	THU.		
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	9,000	10.3	9,000	10.3	17	10.3	TU&TH		9,090	10.4	9,090	10.4	17	10.4	MWF		
	2	>	9.45																	
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,700	11.1	6,120	7.0	23	8.0	M-F		9,440	10.8	5,680	6.5	21	7.8	M-F		
			11.45				7.6*	22*	7.2	M-F						7.3*	21*	6.9	M-F	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.00 12.15	3,930	4.5	3,320	6.5*	25*	6.9 6.1	M-F M-F		4,110	4.7	3,410	5.7*	21*	6.1 5.3	M-F M-F		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45	6,470	7.4	3,230	4.1 3.5	20 M-TH	4.1 3.5	M-TH M-TH		6,030	6.9	3,060	3.9 3.7	19 M-TH	4.1 3.7	M-TH M-TH		
			1.00				4.8*	19*	5.1	FRI.							4.8	FRI.		
			1.15						4.5	FRI.							4.5*	19*	4.1	FRI.
			1.30				3.8*	18*	4.2	FRI.							3.8	FRI.		
			1.45						3.3	FRI.							3.6*	19*	3.3	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15	3,230	3.7	2,530	2.8 2.5	16* FRI.	2.8 2.5	FRI. FRI.		3,060	3.5	2,530	2.5 2.3	16* FRI.	2.7 2.3	FRI. FRI.		
DAY MONDAY-FRIDAY									3.1	M-TH							3.1	M-TH		
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,140	1.3	1,050	1.2	15	1.2	M-F		1,310	1.5	1,220	1.4	16	1.4	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,010	2.3	1,920	2.2	18	2.2	M-F		2,360	2.7	2,190	2.5	19	2.5	M-F		
ABC GOOD MORN,AMER-MON-730(B)	1	7.30- 8.00AM	7.30 7.45	2,270	2.6	1,840	2.2 2.0	14 MON.	2.2 2.0	MON. MON.										
ABC GOOD MORN,AMER-MON-830(B)	1	8.30- 9.00AM	8.30 8.45	3,500	4.0	2,710	3.0 3.2	12 MON.	3.0 3.2	MON. MON.										
ABC RYAN'S HOPE-MON(B)	1	12.00-12.30PM	12.00 12.15	2,710	3.1	2,270	2.6 2.7	7 MON.	2.6 2.7	MON. MON.										
ABC ABC SPECIAL REPORT-12:58P(SUS)	2	12.58- 1.22PM	12.45																	
ABC ALL MY CHILDREN-MON(B)	1	1.00- 2.00PM	1.00 1.15 1.30	7,780	8.9	6,120	7.0 6.8*	19 19*	6.6 7.0 7.1	MON. MON. MON.									FRI.	
CONT'D																				

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC ALL MY CHILDREN-MON(B)-CONT'D			1.45					7.1* 19*	7.1	MON.									
ABC ONE LIFE TO LIVE-MON(B)	1	2.00- 3.00PM	2.00	7,170	8.2	5,510	6.3	18	6.0	MON.									
			2.15				6.3*	18*	6.5	MON.									
			2.30						6.6	MON.									
			2.45					6.3* 18*	6.1	MON.									
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	6,120	7.0	6,120	7.0	25	6.9	M-F	6,560	7.5	6,560	7.5	28	7.4	M-F		
ABC GENERAL HOSPITAL-MON(B)	1	3.00- 4.00PM	3.00	7,080	8.1	5,510	6.3	17	6.2	MON.									
			3.15				6.2*	17*	6.3	MON.									
			3.30						6.4	MON.									
			3.45					6.4* 17*	6.5	MON.									
ABC GENERAL HOSPITAL-FRI(B)	1	3.30- 3.53PM	3.30	6,470	7.4	5,770	6.6	24	6.5	FRI.									
			3.45						6.7	FRI.									
ABC ABC SPECIAL REPORT-5:30P(SUS)	1	5.30- 5.53PM	5.30							FRI.									
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,490	1.7	1,140	1.3	16	1.2	M-F	1,660	1.9	1,310	1.5	16	1.3	M-F		
			6.45						1.4	M-F						1.7	M-F		
CBS CBS MORNING NEWS 1-MON(B)	1	7.30- 8.00AM	7.30	2,360	2.7	1,660	1.9	12	1.9	MON.									
			7.45						1.9	MON.									
CBS CBS MORNING NEWS 2-MON(B)	1	8.30- 9.00AM	8.30	3,410	3.9	2,530	2.9	11	2.9	MON.									
CBS NEW CARD SHARKS-MON(B)	1	10.30-11.00AM	8.45 10.30 10.45	4,110	4.7	3,500	4.0	12	3.0 3.9 4.1	MON. MON. MON.									
CBS PRICE IS RIGHT 1-FRI(B)	2	11.00-11.28AM	11.00 11.15								4,810	5.5	4,110	4.7	23	4.5 5.0	FRI. FRI.		
CBS PRICE IS RIGHT 1-MON(B)	1	11.00-11.30AM	11.00 11.15	5,940	6.8	4,890	5.6	17	5.1 6.1	MON. MON.									
CBS US OPN TENNIS(FRI) 11:00A(S)	1	11.00-12.24PM	11.00 11.15 11.30 11.45 12.00 12.15	6,210	7.1	2,360	2.7	12	3.2 2.4 2.3 2.6 2.9 2.7	FRI. FRI. FRI. FRI. FRI. FRI.									
							2.8*	13*											
							2.5*	11*											
							2.8*	12*											
CBS PRICE IS RIGHT 2-MON(B)	1	11.30-12.00NN	11.30 11.45	7,520	8.6	6,380	7.3	22	7.0 7.6	MON. MON.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,330	6.1	5,160	5.9	23	5.9	M-TH	5,160	5.9	4,980	5.7	26	5.7	M-F		
CBS US OPEN TENNIS (MON)(S)	1	12.30- 6.00PM	12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15 2.30 2.45 3.00	12,670	14.5	3,150	3.6	10	4.1 3.5 3.5 3.7 4.0 3.5 3.3 3.0 3.5 3.4 3.4	MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON.									
							3.8*	11*											
							3.6*	10*											
							3.7*	10*											
							3.2*	9*											
							3.5*	10*											
CONT'D																			

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OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE			%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
CBS US OPEN TENNIS (MON)(S)-CONT'D																	
			3.15					3.5*	10*	3.5	MON.						
			3.30							2.9	MON.						
			3.45					3.1*	8*	3.2	MON.						
			4.00							3.4	MON.						
			4.15					3.4*	9*	3.5	MON.						
			4.30							3.5	MON.						
			4.45					3.8*	10*	4.1	MON.						
			5.00							3.6	MON.						
			5.15					3.6*	9*	3.6	MON.						
			5.30							4.0	MON.						
			5.45					4.2*	10*	4.3	MON.						
CBS CBS SPL RPT:DANILOFF(SUS)	2	12.59- 1.28PM	12.45														FRI.
CBS US OPN TENNIS(FRI) 12:30P(S)	1	12.55- 1.21PM	12.45	10,140	11.6	2,450	2.8	10	4.1	FRI.							
	1	1.27- 1.40PM															
	1	1.56- 2.07PM															
	1	2.20- 3.22PM															
	1	3.28- 5.00PM															
			1.00							3.4	FRI.						
			1.15					3.3*	14*	2.9	FRI.						
			1.30					3.3*	12*	3.1	FRI.						
			1.45							3.6	FRI.						
			2.00							3.3	FRI.						
			2.15					3.1*	12*	3.0	FRI.						
			2.30							2.3	FRI.						
			2.45					2.3*	9*	2.3	FRI.						
			3.00							2.6	FRI.						
			3.15					2.5*	9*	2.5	FRI.						
			3.30							2.3	FRI.						
			3.45					2.3*	8*	2.3	FRI.						
			4.00							2.6	FRI.						
			4.15					2.7*	9*	2.8	FRI.						
			4.30							2.7	FRI.						
			4.45					3.0*	9*	3.2	FRI.						
CBS YOUNG AND RESTLESS-FR(B)	2	12.59- 1.28PM	12.45									2,530	2.9	2,450	2.8	11	2.7 FRI.
			1.00														2.7 FRI.
			1.15														2.9 FRI.
CBS CBS SPL RPT:HIJACK PAN AM(SUS)	1	1.40- 1.56PM	1.30								FRI.						
CBS CBS SPL RPT:PAN AM HIJACK(SUS)	1	2.07- 2.20PM	2.00								FRI.						
CBS NEWSBREAK-3.44		>	3.30	4,720	5.4	4,720	5.4	18	5.3	TU-TH	4,720	5.4	4,720	5.4	18	5.5 M-F	
			3.45						5.6	TU-TH						5.3 M-F	
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,370	5.0	4,370	5.0	16	5.0	WED.	4,460	5.1	4,460	5.1	17	5.1 MWF	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.						THU.	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.						TUE.	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,450	2.8	1,840	2.1	18	1.6	TU-F	2,710	3.1	1,840	2.1	17	1.7 M-F	
			6.45						2.6	TU-F						2.6 M-F	
NBC NBC NEWS-SUNRISE-MON SPEC(S)	1	6.30- 7.00AM	6.30	790	.9	440	.5	7	<<	MON.							
CONT'D																	

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS-SUNRISE-MON SPEC(S)-CONT'D			6.45							.7	MON.								
NBC TODAY SHOW-7.30AM-MON SP(S)	1	7.30- 8.00AM	7.30 7.45	2,710	3.1	1,920	2.2	14	2.1	MON.									
NBC TODAY SHOW-8.30AM-MON SP(S)	1	8.30- 9.00AM	8.30 8.45	4,200	4.8	3,410	3.9	15	2.4	MON.									
NBC FAMILY TIES-MON SPECIAL(S)	1	10.00-10.30AM	10.00 10.15	5,240	6.0	4,370	5.0	16	3.8	MON.									
NBC SALE-CENTURY-MON SPECIAL(S)	1	10.30-11.00AM	10.30 10.45	4,280	4.9	3,580	4.1	13	4.0	MON.									
NBC WHEEL OF FORTUNE-FRI(B)	2	11.00-11.26AM	11.00 11.15						4.5	MON.									
NBC WHEEL-FORTUNE-MON SPECIAL(S)	1	11.00-11.30AM	11.00 11.15	6,640	7.6	5,590	6.4	19	5.5	MON.									
NBC SCRABBLE-MON(B)	1	11.30-12.00NN	11.30 11.45	5,770	6.6	4,810	5.5	16	4.1	MON.									
NBC SUPER PASSWORD-MON SPEC(S)	1	12.00-12.30PM	12.00 12.15	4,280	4.9	3,580	4.1	12	4.2	MON.									
NBC SEARCH FOR TOMORROW-MO(B)	1	12.30- 1.00PM	12.30	3,060	3.5	2,530	2.9	9		MON.									
NBC DAYS OF OUR LIVES-FRI(B)	2	1.00- 1.16PM	12.45 1.00 1.15						3.0	MON.									
NBC DAYS-LIVES-MON SPECIAL(S)	1	1.00- 2.00PM	1.00 1.15 1.30 1.45	7,690	8.8	5,860	6.7	19	2,450	2.8									
NBC ANOTHER WORLD-MON(B)	1	2.00- 3.00PM	2.00 2.15 2.30 2.45	5,770	6.6	4,200	4.8	14	2,360	2.7	10								
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,630	5.3	4,630	5.3	19	6.2	MON.									
NBC NBC NEWS DIGEST-MON SPEC(S)	1	2.57- 2.58PM	2.45	3,930	4.5	3,930	4.5	12	6.4	MON.									
NBC SANTA BARBARA-MON SPECIAL(S)	1	3.00- 4.00PM	3.00 3.15 3.30 3.45	5,240	6.0	3,670	4.2	11	6.9	MON.									
									7.1*	19*									
									4.8	14									
									4.8*	14*									
									4.8*	13*									
									4.7	MON.									
									4.9	MON.									
									4.8	MON.									
									4.7	MON.									
									4.3	W & F									
									4.5	MON.									
									4.3	MON.									
									4.3*	12*									
									4.2	MON.									
									4.1	MON.									
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM	1	8.25- 8.29AM	8.15	2,190	2.5	1,920	2.2	15											
ABC ABC FUN FIT-11:55AM	1	11.55-11.59AM	11.45	3,580	4.1	2,800	3.2	11											
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.25PM	→GRID	4,460	5.1	3,580	4.1	13											
	2	3.00- 3.26PM	→GRID																
			3.15																
ABC CFA COLLEGE FOOTBALL GAME	1	3.25- 6.37PM	→GRID	16,080	18.4	6,470	7.4	21	4.3										
			6.30						6.2*	16*									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
ABC CFA COLLEGE FOOTBALL POST	2	6.50- 6.59PM	6.45								10,400	11.9	8,300	9.5	22	9.5	
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45														
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45								2,270	2.6	1,920	2.2	8	2.2	
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15								2,620	3.0	2,360	2.7	10	2.7	
CBS CBS COLLEGE FOOTBALL GAME	2	2.37- 5.40PM	→GRID 5.30								11,360	13.0	3,580	4.1	13		
													2.9*	8*	2.9		
CBS CBS COLLEGE FOOTBALL PRE	2	2.30- 2.37PM	2.30								4,630	5.3	3,670	4.2	14	4.2	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,320	3.8	3,230	3.7	25	3.7		4,460	5.1	4,200	4.8	30	4.8	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,580	4.1	3,410	3.9	20	3.9		4,980	5.7	4,720	5.4	27	5.4	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,030	6.9	5,680	6.5	24	6.5		6,210	7.1	5,940	6.8	25	6.8	
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	7,250	8.3	6,900	7.9	28	7.9		6,640	7.6	6,290	7.2	26	7.2	
NBC ONE TO GROW ON-11:58AM	1	11.58-12.00NN	11.45	5,070	5.8	4,810	5.5	20	5.5								
NBC ONE TO GROW ON-12:28PM	2	12.28-12.30PM	12.15								4,720	5.4	4,460	5.1	18	5.1	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.18PM	→GRID 2.15	3,580	4.1	3,230	3.7	12									
	2	3.00- 3.17PM	→GRID						4.0		3,580	4.1	3,320	3.8	13		
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)		6.00- 6.30AM	6.00														
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.21PM	→GRID	20,890	23.9	8,390	9.6	25			26,920	30.8	13,200	15.1	40		
	2	1.00- 4.18PM	→GRID														
			4.00													14.3	
			4.15													11.4	
			4.30													11.7	
CBS CBS NFL FOOTBALL GAME 2	2	4.11- 6.48PM	→GRID								18,620	21.3	9,090	10.4	25		
			6.45													12.4*	
			7.00													27*	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.27PM	→GRID	21,330	24.4	9,090	10.4	27			22,020	25.2	9,530	10.9	29		
	2	1.00- 4.07PM	→GRID								22,020	25.2	9,530	10.9	29		
			4.00													12.2*	
			4.15													29*	
			4.30						12.3							12.5	
																1.9	